

20% of your
customers look for
100 mm. columns.
Philip Morris People
can prove it:



☐ We have the industry's fastest-growing 100 mm's. Marlboro 100's were up +24% in sales last year. Benson & Hedges 100's, up +12%. Parliament 100's, up +47%. Philip Morris is the out-of-sight 100 mm. leader.

☐ And our smokers won't switch. If you don't have the 100 mm. they want, they'll go somewhere else.



**Philip Morris
USA**

Our people make money for you



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